Orders Order / Rev: 104411 06832078 Alt Order #: Product Desc: HELLER FOR SENATE Estimate: Flight Dates: 09/12/12 - 09/18/12 Primary AE: Amy McCreary Original Date / Rev: 07/18/12 / 07/18/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Agency Name: Strategic Media Services, Inc. **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 3299 K St. NW Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Advertiser Heller, Dean for U.S. Senate Name: Demographic: A35+ New Business Thru:

Product Codes:

PLC01

Revenue Codes:

Priority:

SELECT PRIORITY CODE POLITICAL/AGY, PCAN, GEN

Agency External ID:

Order Separation:

Advertiser External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/18/12	78	\$43,625.00	\$37,081.25

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	78	\$43,625.00	\$37,081.25	0.00
Totals	78	\$43,625.00	\$37,081.25	0.00

00:15:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	29%	\$43,625.00
Market	100%	\$150,431.03

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KLAS	26%	\$39,112.07		
KLVX	0%	\$0.00		
KSNV-	0%	\$0.00		
KTNV	18%	\$27,077.59		
KTUD	1%	\$1,504,31		
KVVU	24%	\$36,103.45		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	2%	\$3,008.62		

Li	ı Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len S	oots	Rate Pri	Rtg Type	Spots	Amount
E ·	KSNV	09/12/12	09/14/12	M-F 5-6a WakeUp	MgsW\w	5-6a		~-WTF-~	:30	3	\$185.002	0.00 NM	3	\$555.00
				M-F 5-6a WakeUp	w/Wagners									
	NEWS												i	
	<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rat	<u>ing</u>					į	
	Neek: 09/	10/12	09/16/12	WTF	3	\$185.00	C	0.00						

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KSNV

Order / Rev:

10441**1**

Advertiser:

Heller, Dean for U.S. Senate

Alt Order#:

06832078

Product Desc:

HELLER FOR SENATE

Flight Dates:

09/12/12 - 09/18/12

Estimate:

Ln Ch	Start	End	Inventory Code		Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV	09/12/1	2 09/14/12	M-F 5-6a WakeU M-F 5-6a WakeU	•	5-6a	WTF	:30	3	\$185.002	0.00 NM	3	\$555.00
NEWS		= 15 /										
Sta Week: 09	art Date	End Date 09/16/12	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$185.00	Rating 0.00						
			M-F 5-6a WakeU		5-6a	MT	:30	2	\$185.002	0.00 NM	2	\$370.00
			M-F 5-6a WakeU					_	4100.002	0100 14141	_	φονο.ος
NEWS		F-JD (387 1.4	0 1 244 1	Б.	5 .41						
Sta Week: 09	art <u>Date</u> /17/12	End Date 09/23/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$185.00	Rating 0.00						
			M-F 6-7a WakeU		6-7a	MT	:30	2	\$450.002	0.00 NM	2	\$900.00
			M-F 6-7a WakeU	_				_	7	5,55 , 111	_	Ψ000.0
NEWS		F-4 D-4-	Marketon	04-08/1-	D-4-	D-41						
<u>ى د</u> Week: 09	art Date /17/12	End Date 09/23/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$450.00	Rating 0.00						
			M-F 6-7a WakeU		6-7a	WTF	:30	3	\$450.002	0.00 NM	3	\$1,350.0
			M-F 6-7a WakeU	_				_	,	0.00 /		41,000.0.
NEWS		Fuel Data	Minchelen	01-08/1-	D-1-	D (1						
<u>১।</u> Week: 09	art Date /10/12	End Date 09/16/12	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$450.00	Rating 0.00						
			Today Show	CM	658a-9am	WTF	:30	3	\$550.002	0.00 NM	3	\$1,650.0
			Today Show					_	4000100 =	0.00 (111)		Ψ1,000.0
TODAY		End Date	Mar aluda	04-8841-	D-4	- ·						
St: Week: 09	art Date 1/10/12	<u>End Date</u> 09/16/12	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$550.00	<u>Rating</u> 0.00						
			Today Show	CM	658a-9am	MT	:30	2	\$550.002	0.00 NM	2	\$1,100.0
			Today Show				100	_	4 000.002	0.00 1111		Ψ1,100,0
TODAY		E- 15-6	1871-1	0 (884)	5 /	5						
<u>St</u> Week: 09	art Date 1/17/12	End Date 09/23/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$550.00	Rating 0.00						
			M-F Today Show		9-10a	-T	:30	1	\$200.002	0.00 NM	1	\$200.0
			M-F Today Show					·	7-00,00-	0.00 14141	,	Ψ200.0
TODA		End Date	Mar - Indo-	0	Б.	.						
<u>St</u> Week: 09	art Date 9/17/12	End Date 09/23/12	<u>Weekdays</u> -T	Spots/Week 1	<u>Rate</u> \$200.00	Rating 0.00						
			M-F Today Show	II 3rd H®M	9-10a	W-F	:30	2	\$200.002	0.00 NM	2	\$400.0
			M-F Today Show					_	7-00.00-	5155 1411	_	Ψ100.0
TODA		End Data	Maskdava	C4-04/1-	Data	D-ti						
<u>ىد</u> Week: 09	art <u>Date</u> 9/10/12	<u>End Date</u> 09/16/12	<u>Weekdays</u> −-W-F	Spots/Week 2	<u>Rate</u> \$200.00	Rating 0.00						
			M-F Today Show		10am-11am	WTF	:30	3	\$200.002	0.00 NM	3	\$600.0
			Today 4th Hour						,			,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
TODA'	Y III <u>art Date</u>	End Date	Maskdaya	CuataAllant	D-4-	D-4						
<u>ىد</u> Week: 09		End Date 09/16/12	<u>Weekdays</u> WTF	Spots/Week 3		Rating 0.00						
			M-F Today Show		10am-11am	MT	:30	2	\$200.002	0.00 NM	2	\$400.0
			Today 4th Hour						•		_	
TODA		F = 4 D = 4 =	Mar - Index -	O+- 00/	D- (-	B. "						
<u>ى:</u> Week: 09	art Date 9/17/12	End Date 09/23/12	<u>Weekdays</u> MT	Spots/Week 2		Rating 0.00						
			Noon News	СМ	12-1230pm	MT	:30	2	\$275.002	0.00 NM	2	\$550.0
			Noon News				•	-	, 2.302	_,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	_	40000
NEWS		End Date	187 Lal	0	5 .	B. II						
<u>St</u> Week: 09	art Date	End Date 09/23/12	<u>Weekdays</u> MT	Spots/Week 2	· · · · · · · · · · · · · · · · · · ·	Rating 0.00						
			Noon News	CM	12-1230pm	WTF	:30	3	\$275.002	0.00 NM	3	\$825.0
		·· ·	Noon News	· · · ·	opp.	****	.00	ŭ	Ψ=1 0.00 E	3.35 THV	.	ΨυΣυ,υ
NEWS	5										1	
	art Date	End Date 09/16/12	<u>Weekdays</u> WTF	Spots/Week 3		Rating 0.00						

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KSNV

Order / Rev:

104411

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #: Flight Dates: 06832078

09/12/12 - 09/18/12

Product Desc:

HELLER FOR SENATE

Estimate:

Inventory Code Ln Ch Start End Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Dr. Phil Dr Phil PHIL Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/10/12 ~~WTF~~ 09/16/12 \$300.00 0.00 E 14 KSNV 09/17/12 09/18/12 Dr. Phil CM 3-4p MT----:30 2 \$300.002 0.00 NM 2 \$600.00 Dr Phil PHIL Spots/Week Rating Start Date End Date Weekdays Rate Week: 09/17/12 09/23/12 \$300.00 0.00 E 15 KSNV 09/17/12 09/18/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm :30 2 \$350.002 0.00 NM MT----2 \$700.00 4PM NEWS (1 hour) (4:00 PM-4:30 PM) **NEWS** Start Date End Date Weekdays Spots/Week Rating Rate Week: 09/17/12 09/23/12 \$350.00 0.00 E 16 KSNV 09/12/12 09/14/12 NEWS 3 at 4 (1 HOUR)CM --WTF--:30 \$350.002 0.00 NM 4-5pm 3 \$1,050,00 4PM NEWS (1 hour) (4:00 PM-4:30 PM) **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating 09/16/12 -WTF--Week: 09/10/12 \$350.00 0.00 E 17 KSNV 09/12/12 09/14/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm --WTF--:30 3 \$450.002 0.00 NM 3 \$1,350.00 4PM NEWS (1 hour) (4:30 PM-5:00 PM) **NEWS** Start Date End Date **Weekdays** Spots/Week <u>Rate</u> Rating Week: 09/10/12 09/16/12 --WTF--0.00 \$450.00 E18 KSNV 09/17/12 09/18/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm :30 \$450.002 0.00 NM \$900.00 MT 4PM NEWS (1 hour) (4:30 PM-5:00 PM) **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 MT~----\$450.00 0.00 MT----\$725.002 E 19 KSNV 09/17/12 09/18/12 M-F Early News CM 5-630p :30 0.00 NM \$2,900.00 M-F Early News **NEWS** Spots/Week Start Date End Date Weekdays Rate Rating MT----Week: 09/17/12 09/23/12 \$725,00 0.00 M-F Early News E 20 KSNV 09/12/12 09/14/12 CM 5-630p --WTF--:30 6 \$725.002 0.00 NM 6 \$4,350.00 M-F Early News **NEWS** Spots/Week Start Date End Date <u>Weekdays</u> Rate Rating Week: 09/10/12 09/16/12 -WTF--0.00 6 \$725.00 E 21 KSNV 09/12/12 09/14/12 M-F Jeopardy CM 630-7pm --WTF--:30 \$725.002 0.00 NM 3 \$2,175.00 M-F Jeopardy **JEP** Spots/Week Rating Start Date End Date Weekdays Rate Week: 09/10/12 09/16/12 --WTF--\$725.00 0.00 E 22 KSNV 09/17/12 09/18/12 M-F Jeopardy CM 630-7pm MT----:30 \$725.002 0.00 NM 2 \$1,450.00 M-F Jeopardy JEP Start Date **End Date** Weekdays Spots/Week Rate Rating 09/23/12 \$725.00 Week: 09/17/12 MT-0.00 E23 KSNV 09/17/12 09/18/12 M-F Wheel CM 7-730pm MT----:30 2 \$725.002 0.00 NM 2 \$1,450.00 M-F Wheel of Fortune WHEEL Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 \$725.00 0.00 E 24 KSNV 09/12/12 09/14/12 M-F Wheel CM 7-730pm --WTF--:30 3 \$725.002 0.00 NM 3 \$2,175.00 M-F Wheel of Fortune WHEEL Start Date End Date Weekdays Spots/Week <u>Rate</u> Rating --WTF--Week: 09/10/12 09/16/12 \$725.00 0.00E 25 KSNV 09/12/12 09/14/12 CM 730-758pm --WTF--:30 3 \$400.002 0.00 NM 3 \$1,200.00

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KSNV

Totals

78

\$43,625.00

Order / Rev:

104411

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #:

06832078

Product Desc:

HELLER FOR SENATE

Flight Dates:

09/12/12 - 09/18/12

Estimate:

Break Start/End Time Ln Ch Start End Inventory Code Days Len Spots Rate Pri Rtg Type Spots Amount Face to Face w/ Raiston Face to Face w/ J.Ralston FACE Start Date **End Date** Weekdays Spots/Week Rate Rating --WTF--Week: 09/10/12 09/16/12 \$400.00 0.00 E 26 KSNV 09/17/12 09/18/12 Face to Face w/ RalstonCM 730-758pm MT----:30 \$400.002 0.00 NM 2 \$800.00 Face to Face w/ J.Ralston **FACE** Spots/Week Rating Start Date End Date Weekdays Rate \$400.00 Week: 09/17/12 09/23/12 0.00 E 27 KSNV 09/13/12 09/13/12 M-F News 3 at Eleven CM 11pm-1135pm :30 \$750.002 0.00 NM 1 \$750.00 M-F News 3 at Eleven **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 ---T---\$750.00 0.00 E 28 KSNV 09/17/12 09/17/12 M-F News 3 at Eleven 11pm-1135pm M----:30 \$750.002 0.00 NM CM \$750.00 M-F News 3 at Eleven **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 \$750.00 0.00 E 29 KSNV 09/15/12 09/16/12 Sa-Su News 3 at ElevenCM 11pm-1135pm ----SS \$750.002 0.00 NM :30 2 2 \$1,500.00 Sa-Su News 3 at Eleven **NEWS End Date** Spots/Week Start Date **Weekdays** Rating Rate 09/16/12 ----SS Week: 09/10/12 \$750.00 0.00 E30 KSNV 09/15/12 09/15/12 News 3 Sunrise - SATURIM 6a-7a ----S-:30 \$200.002 0.00 NM 1 1 \$200.00 News 3 Sunrise SATURDAY **NEWS** Start Date End Date Weekdavs Spots/Week Rate Rating 09/16/12 ----S-\$200.00 Week: 09/10/12 0.00 ----S-E 31 KSNV 09/15/12 09/15/12 Sa-Su Early News CM 5pm-630pm 0.00 NM .30 \$350.002 2 \$700.00 Sa-Su Early News **NEWS** Spots/Week Start Date End Date Weekdays Rate Rating ----S-Week: 09/10/12 09/16/12 \$350.00 0.00 E 32 KSNV 09/16/12 09/16/12 Sunday Today CM 7a-8am ----S :30 1 \$625.001 0.00 NM 1 \$625.00 Sunday Today SUN TODAY Spots/Week Start Date End Date **Weekdays** <u>Rate</u> Rating 09/16/12 ----S 0.00 Week: 09/10/12 \$625.00 E33 KSNV 09/16/12 09/16/12 NFL Football CM 1P-9PM ----S :30 1 \$8,000,002 0.00 NM \$8,000.00 NFL Football SNF Spots/Week Start Date End Date Weekdays Rate Rating Week: 09/10/12 09/16/12 ----S \$8,000.00 0.00 E34 KSNV 09/16/12 09/16/12 Sports Night in Las VegaGM Sun 1135p-1200a -----S :30 \$200.002 0.00 NM \$200.00 1 Sports Night in Las Vegas SPORTS NIGHT Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 ----S \$200.00 0.00